

## **ANNUAL EEO PUBLIC FILE REPORT**

<b>Date Report Covers:</b> May 20, 2019- March 31, 2020	<b>Employer:</b> Forever Media of DE, LLC FM Radio Licenses, LLC (Licensee)	<b>Job Search to:</b> careers@forevermediainc.com
<b>Stations, City of License:</b> WSTW-FM, Wilmington, DE Facility ID 16459 WDEL-AM Wilmington, DE Facility ID 16458 WDEL-FM Canton, NJ Facility ID 51136 WVJJ-AM, Salem, NJ Facility ID 52768	<b>Employment Unit:</b> 2727 Shipley Road Wilmington, DE 19810 www.wstw.com www.wdel.com www.jammin969.com	<b>Contact Person, Title, email, phone number:</b> Donald Dalesio, Market Manager ddalesio@forevermediainc.com (302) 660-3447

This EEO Public File Report is filed in each Station’s public inspection file.

Employer is an equal opportunity employer and does not discriminate in the hiring, training or promotion of employees by reason of race, color, religion, sex, or national origin. We engage in a continuing effort to seek out prospective applicants for employment. We contacted agencies in the area of the station to solicit for full-time open positions of employment. This report reflects those agencies contacted. Those, which requested to be contacted, are so noted. We have found these agencies to be suppliers of possible employment candidates in our continuing outreach program to achieve dissemination of information to a broad section of the community.

Employer periodically re-evaluates the recruitment sources list for wide dissemination of vacancies.

### **FM Radio Licenses, LLC purchased these stations on May 20, 2019.**

#### **Full-Time Vacancies Filled:**

<b>Job Title</b>	<b>Hire Date</b>	<b>Persons Hired</b>	<b>Persons Interviewed</b>	<b>Recruitment Sources Used from Master List</b>	<b>Recruitment Source</b>
Chief Operating Engineer	6/21/19	1	2	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,17,18,19,20	20
General Manager	1/6/20	1	4	1,2,3,4,5,6,7,8,9,10,11,12,14,15,16,17,18,20,21	21
Digital Strategist	3/9/20	1	5	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,20	4

**Full-Time Recruitment Sources Master List:**

<b>Recruitment Source Number</b>	<b>Recruitment Source Name, Address, Phone, Contact, email, URL</b>	<b>Source Requested Notification</b>	<b>Referrals Interviewed</b>
<b>1</b>	Forever Media Website Donald Dalesio, Market Manager 2727 Shipley Road Wilmington, DE 19810 www.wdel.com www.wstw.com www.jammin969.com	NO	
<b>2</b>	Forever Media On-Air Radio Stations WSTW/WDEL/WVJJ Donald Dalesio, Market Manager 2727 Shipley Road Wilmington, DE 19810 www.careers@forevermediainc.com	NO	
<b>3</b>	Walk-Ins, Employee/Client Referrals/Other Donald Dalesio, Market Manager 2727 Shipley Road Wilmington, DE 19810 careers@forevermediainc.com	NO	2
<b>4</b>	Indeed 177 Broad street, 6 <sup>th</sup> Floor Stamford CT 06901 888-746-9333 Customer Support www.indeed.com	NO	7
<b>5</b>	Internal posting- Bellaire Ohio 56325 High Ridge Road Bellaire, OH 43906 Annie Howell 740-676-5661 ahowell@forevermediainc.com	NO	
<b>6</b>	Internal Posting-Brownsville 123 Blaine Road Brownsville, PA 15417 Joyce Nicholson 724-938-2000 jnicolson@forevermediainc.com	NO	
<b>7</b>	Internal Posting-Cumberland 350 Byrd Avenue Cumberland, MD 21502 Jeannie McLaughlin 301-722-6666 jmclaughlin@forevermediainc.com	NO	
<b>8</b>	Internal Job Posting-Hollidaysburg 1 Forever Drive Hollidaysburg, PA 16905 Jody Downing 814-941-9800 jdowning@forevermediainc.com	NO	
<b>9</b>	Internal Job Posting- Johnstown 109 Plaza Drive Johnstown, PA 15905	NO	

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	Shelly Lovenduski 814-225-4186 slovenduski@forevermediainc.com		
<b>10</b>	Internal Job Posting- State College 2551 Park Center Blvd. State College, PA 16801 Andrew Kreiser/Matthew Decker 814-237-9800 akreiser@forevermediainc.com mdecker@forevermediainc.com	NO	
<b>11</b>	Internal Job Posting- Meadville/Franklin 900 Water St. Meadville, PA 16335 Jill Hamilton 814-724-1111 jhamilton@forevermediainc.com	NO	
<b>12</b>	Internal Job Posting- Sharon 87 Stambaugh Ave., Suite 3 Sharon, PA 16146 Jill Hamilton 724-308-7208 jhamilton@forevermediainc.com	NO	
<b>13</b>	Internal Job Posting-Lebanon 440 Rebecca St. Lebanon, PA 17046 Bryan Smith 717-272-7651 bsmith@forevermediainc.com	NO	
<b>14</b>	Internal Job Posting- York/Hanover 273 Radio Road Hanover, PA 17331 Tammy Signor tsignor@forevermediainc.com	NO	
<b>15</b>	Internal Job Posting- Easton 306 Port Street Easton, MD 21601 Lynn Moore 410-822-3301 lmoore@forevermediainc.com	NO	
<b>16</b>	Internal Job Posting- Havre de Grace 707 Revolution Street Havre de Grace, MD 21078 Stacie Monz 866-664-1037 stacie.monz@forevermediainc.com	NO	
<b>17</b>	Internal Job Posting- Milford 166 Blairs Pond Rd Milford, DE 19963 Mark Schollenberger/William Vernon 302-422-7575 mschollenberger@forevermediainc.com bvernon@forevermediainc.com	NO	
<b>18</b>	Simply Hired 370 San Aleso Avenue Suite 200 Sunnyvale, CA 94085	NO	
<b>19</b>	All Access 24955 Pacific Coast Highway, C303 Malibu CA 90265	NO	

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<b>20</b>	Linked In Sunnyvale, CA	NO	1
<b>21</b>	Media Staffing Network Kate Glenn kate@mediastaffingnetwork.com 810-357-3096	NO	1
		<b>Total</b>	<b>11</b>

**Outreach Activities List:**

<b>Outreach Number</b>	<b>Date</b>	<b>Recruitment Initiative</b>	<b>Description</b>	<b>Participants</b>
<b>1</b>	8/6/19	#1 Conventions, Job Fairs, Career days, Career Fairs	Hundreds of professionals of all ages and backgrounds in Wilmington, DE meet to connect professionals, difference makers, rising stars, and other leaders who want to impact the community.	Forever Media of DE, LLC—Rick Jensen, WDEL
<b>2</b>	10/29/19	#1 Conventions, Job Fairs, Career Days, Career Fairs	Forever Media participated in the Job and Networking Fair at the Community College of Allegheny County.	Diane Fetty, CHRD, represented all of the stations of Forever Media
<b>3</b>	2/28/2020	#1 Conventions, Job Fairs, Career Days, Career Fairs	JUNIATA COLLEGE CAREER DAY Participation in the 2020 Juniata College Career Day event at Juniata College in Huntingdon, PA in the Kennedy Sports and Recreation Center. This event was designed to bring students together with employers and alumni from 120+ business, industry and public service in one convenient location and time to discuss student career options, internships and full-time employment opportunities.	Bethany Hildebrand represented all of the Forever Media stations.
<b>4</b>	Open	#5 Forever Media Internship Program	Forever Media Radio helps prepare students to take their place in society as active, critical and engaged media professionals. We provide internship opportunities to students every year. We work to design a program that allows students to earn college credit for hands on experience at the radio station. The Internships are designed to meet the needs of the radio station and academic requirements of the college or university where the student is enrolled. Each internship is uniquely designed to help prepare students to take their place in society as active, critical and engaged media professionals. Students may work with the News Director, Program Director, Business Manager, Chief Engineer, Sales Manager or the General Manager to fulfill their Internship. Promotional interns. They helped develop, plan, implement, and recap ways to market and promote the station group. They attend Live Action Broadcasts for the radio network and help promote the event.	
<b>5</b>	8/25/19 through 8/27/19	#8 Establishment of Training Programs for Station Personnel	Forever Media managers/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in the Gaylord Opryland Hotel in Nashville, TN. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management.	Lynn Deppen, President, Mike Sherry, VP of Sales, William Vernon, Market Manager
<b>6</b>	10/20/19 Through 10/22/19	#8 Establishment of Training Programs for Station	Managers and Owners convened at the Wyndham Garden in York, PA for a three-day Forever Media Leadership Retreat. The	All Company Managers and Owners

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		Personnel	scheduled seminar events covered multiple topics dealing with programming, sales, business, traffic and new technology. Managers and Owners attended and several presenters/guests at this event offered much opportunity for education, career development and networking	
<b>7</b>	2/23/20-2/25/20	#8 Establishment of Training Programs for Station Personnel	Forever Media Manager/owners attended the AIMS (Association of Independent Metropolitan Stations) conference in San Diego, CA. This three-day conference presented discussions regarding the radio business and new opportunities and problem solving. It also offered attendees the opportunity to network with other like-minded radio broadcast management. Attended by Mike Sherry, VP of Sales.	dMichael Sherry, VP of Sales, Donald Alt, Owner
<b>8</b>	Daily	#8 Establishment of Training Programs for Station Personnel	Account Executives are provided with daily group sales meetings to further their understanding of sales, communication, marketing trends/opportunities and sales information. These morning meetings are usually led by the General Sales Manager or General Manager. When individual training is required, the Account Executives are assisted by the General Sales Manager and/or the General Manager.	Sales Staff
<b>9</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media Corporate Program Director, Mike Stevens, conducts a bi-weekly telephone conference call with the Program Directors and General Managers to review, guide and train in order to help them succeed in their careers and the overall operation of the Radio Stations. These calls routinely include coaching and support from Forever Media President Lynn Deppen and Radio Consultant Joel Raab.	Forever Program Directors and GMs
<b>10</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Matrix Solutions to the Sales Department. Matrix offers a web-based media-specific software platform that enables the sales department to maximize their advertising opportunities. The program provides media sales workflow while giving the exact information needed for prospecting, managing, evaluating, and closing business. Training tools for all aspects of sales are provided and available within this program.	All Management and Sales Staff
<b>11</b>	Annually	#14 Establishment of Training Programs for Station Personnel	Forever Media supports and has a commitment to the principals of equal employment opportunity and intends to provide a work environment free from unlawful discrimination of any kind. In keeping with this commitment, upon hire, all new employees are put through Sexual Harassment training and every employee trained annually.	All Employees
<b>12</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media incorporates an additional level of employee training with the ThinkZoom-P1Learning program. P1Learning provides on-line training and operations development	All Employees

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			solutions focused exclusively on the media industry. P1 provides selling techniques and concepts, tips, training, development leadership advice and legal compliance requirements to salespersons, human resources, supervisors and management. All Forever Media employees have access to hundreds of interactive courses, tests and written materials on a variety of topics relevant to the industry.	
<b>13</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media General Managers schedule weekly, daily and individual meetings with Sales Account Executives to review, guide and train in order to help each succeed in their career. Additionally, every Tuesday morning, the Vice-President of Sales conducts a telephone-conferenced webinar to mentor all Forever Media station General Managers, General Sales Managers, Market Managers through a process of informal discussion of knowledge, education, coaching and support as it relates to work, career, or professional development.	VP of Sales, GM's, GSM's, Sales Staff, Market Managers
<b>14</b>		#8 Establishment of Training Programs for Station Personnel	The station's General Manager, General Sales Manager and Account Executives routinely train on-line with the Radio Advertising Bureau. During this period, all have earned Radio Marketing Professional Certifications from the Radio Advertising Bureau. These educational and instructional courses are designed to improve our sales team's knowledge about radio and offers educational/instructional courses designed to improve management, daily operations and leadership of the Radio Stations.	Sales Staff
<b>15</b>		#8 Establishment of Training Programs for Station Personnel	The General Manager and General Sales Manager have routinely trained on-line with the Pennsylvania Associations of Broadcasters (The Local Broadcast Sales Team & P1 Selling).	GM's, GSM's
<b>16</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Marketron. Marketron offers a web-based media-specific software platform that enables the traffic departments, production departments, and business managers to maximize their managing and invoicing of commercials, non-traditional revenue and digital. Training tools for all aspects are provided and available within this program.	Traffic staff, Programming Staff, and Business Managers
<b>17</b>		#8 Establishment of Training Programs for Station Personnel	Forever Media makes available Nielsen. Nielsen offers platform training for the sales department. Training tools for all aspects are provided and available within this program including a monthly calendar of training sessions.	Sales Staff
<b>18</b>	7/8/19 through 7/17/19	#10 Participation in Educational Events	Kerby Confer, Partner/Member of Forever Media, has endowed Bloomsburg University to establish the Confer Radio Talent Institute. It is an annual ten-day program of speakers and training events that range from on-air	Bobbi Castellucci, Lynn Deppen, Dave Davies, Dan Dzikowski, Alyssa Keith, Scott Cohagan,

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			performance to programming to sales, management, production, promotions, social media, digital, engineering, ownership and practically all aspects of radio. The program places emphasis on entry-level position preparation to help each student get his/her career started. The Radio Talent Institute System is an incubator of well-rounded, well-educated college talent with a passion for radio and a determination to get into the business. Scholarships for the institute are available. The event was held on Bloomsburg University campus. Digital Display ads promoting the Institute were also placed on our web site: <a href="http://www.forevermediainc.com">www.forevermediainc.com</a> .	Mike Stevens
<b>19</b>	Upon Request	#16 Radio Station Group Tours	We routinely give group tours of our facility, 2727 Shipley Road, Wilmington, DE 19810 to organizations such as the Boy and Girl Scouts, elementary and high school groups, church groups and other similar groups. The tours provide an introduction to the Radio Broadcasting Industry and are offered for free. A typical tour includes information on the history of Radio and our stations. We explain and demonstrate the broadcasting equipment used to transmit programming from the studio to the transmitter site, we explain the studio equipment and how it functions. An introduction and hands on recording of commercial production is demonstrated. An explanation of all positions and responsibility of station personnel is also given. We discuss our station formats, audience and coverage area. The tours are tailored to meet the goals of the specific groups. To request a tour contact: Forever Media, Inc. 2727 Shipley Road, Wilmington, DE 19810 Attention: GSM or call 302-660-3447	
<b>20</b>	1/15/19	#16 Radio Station Group Tours	Tour with student's from Autism Delaware who shadowed different roles throughout the day.	Forever Media of DE, LLC—Chris Viviani, Promotions
<b>21</b>	2/25/19	#16 Radio Station Group Tours	Boy Scout Troup 252 tour with about 10 students	Forever Media of DE, LLC—Chris Viviani, Promotions
<b>22</b>	4/10/19	#16 Radio Station Group Tours	Cub Scout Pack 205 from Holy Angels School in Newark tour with about 8 students	Forever Media of DE, LLC—Chris Viviani, Promotions
<b>23</b>	5/7/19	#16 Radio Station Group Tours	Tour with students from Autism Delaware	Forever Media of DE, LLC—Chris Viviani, Promotions
<b>24</b>	5/30/19	#16 Radio Station Group Tours	Tour with Jewish family services for their "Media Matter's Program. About 6 students showed them different facets of the Radio Station.	Forever Media of DE, LLC—Chris Viviani, Promotions
<b>25</b>	7/15/19	#16 Radio Station Group Tours	WMPH (Mount Pleasant high School Radio Station) Group Tour	Forever Media of DE, LLC—Chris Viviani, Promotions



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26	7/15/19	#16 Radio Station Group Tours	"Media Matter's Program second tour with 8 students.	Forever Media of DE, LLC—Chris Viviani, Promotions
27	3/12/20	#2 Job Fair Hosting	Forever Media of DE, LLC and Forever Media of MD, LLC hosted a job fair for people in the area looking for a career in Radio	Forever Media of DE, LLC, Forever Media of MD, LLC—Donald Dalesio, Wilmington GM Stacie Monz, Havre de Grace GM Mark Schollenberger, Milford GM Forever Media of DE Staff.
28	3/20/20	#1 Job Fair Participation	<u>JOB EXPO/THE PENNSYLVANIA STATE UNIVERSITY- THE COLLEGE OF COMMUNICATIONS</u> Participation in the 2020 PSU College of Communications Virtual JobExpo. The Pennsylvania State University's College of Communications is the largest ACEEJMC accredited undergraduate communications program in the country. This Job Expo is designed for Penn State's top-notch advertising, public relations, film/video, journalism, media studied and telecommunications students and alumni to meet with Radio Broadcasting Groups, public relations firms, newspapers, magazines, production companies and broadcast and cable organizations. We have found that participation in this Job Expo has provided us an opportunity to meet strong candidates with relevant experience in an extremely efficient manner covering the entire mid-Atlantic region. By participating in the 2020 Virtual JobExpo Comm, we had access to over 5,000 students from Penn State. Penn State University changed its job fair to a virtual event in light of the Covid-19 situation in the country at this time.	All company stations participated, Diane Fetty CHRD